

338.4791

H3M

1956

THE MONTANA TOURIST SURVEY



1956

ADVERTISING OFFICE
MONTANA HIGHWAY
COMMISSION

oac 26745137 wf

Montana State Library



3 0864 1006 6904 6

1956

TOURIST SURVEY

Advertising Office
Montana Highway Commission
Helena



CONTENTS

	<u>Page</u>
Introduction	3
Total Revenue	5
Food Consumed	6
Gas Taxes	7
The "Big Ten"	7
Averages	7
Other Reports	8
News Releases	9
Inquiries Answered	9
Dude Ranch Project	9
Questionnaire Cards	10
Accommodations	10
Comments From Visitors	11





STATE OF MONTANA HIGHWAY COMMISSION

HELENA

February 6, 1957

Montana Highway Commission
Helena, Montana

Gentlemen:

Revenue from travel by visitors in Montana during 1956 climbed to \$90,817,900, a million dollar increase over the previous record year of 1955.

The estimate represents a 1.4% increase in travel revenue over 1955, when the total was set at \$89,520,130. The percentage is low by comparison to neighboring states, which report increases in travel of from 5% to 7%. It also is low compared to reports from Glacier and Yellowstone National Parks, which show an upswing of 6.6% and 6.5% respectively.

The annual report is based principally on actual counts of cars and visitors made at 13 tourist courtesy stations, on counts provided by Canadian and U.S. Customs and on questionnaire cards handed to visitors, filled out by them and mailed to the Advertising Department. Montana stations showed a slight increase in travel during 1956 but reports from Customs showed a decline in Canadian traffic entering our state.

The most significant change from 1955 was the increase from 2.39 persons per car to 3.2 persons per car. The questionnaire cards revealed visitors stayed in Montana an average of 4.3 days, spent \$25.67 per stay and \$5.97 per day. This is \$1.75 less per day than each person spent in 1955.

The annual survey again poses some questions:

Can anyone really travel in Montana on \$5.97 per day?

Can a person stay 4.3 days, travel about the state and spend only \$25.67 in that length of time?

Since these sums seem low, does Montana underestimate the financial value of travel to its economy?

Through the cooperation of the Montana Highway Fact Finding Committee, the 1956 tourist survey also reveals some enlightening facts about gas taxes paid by drivers of foreign passenger vehicles. It should please all Montanans that there is substantial evidence to show that visitors alone will provide more than enough matching money to finance the state's entire 13-year interstate highway program.



THE JOURNAL OF THE ROYAL ANTHROPOLOGICAL INSTITUTE	
[Faint, illegible text and possibly a diagram or table content]	

The Advertising Department extends its appreciation to the Montana Highway Planning Survey Department, the Montana Highway Fact Finding Committee, the Montana Highway Maintenance Department, the Home Economics Department at Montana State College, the Montana Auto Association, the State Parks Division, U.S. and Canadian Customs offices, the Dude Ranchers' Association and officials at Glacier National Park, Yellowstone National Park, Custer Battlefield National Monument and the Museum of the Plains Indian, who provided information contained in this report.

Respectfully submitted,

Jack Hallowell
Jack Hallowell
Advertising Director

THE JOURNAL OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE
VOLUME 100
PART 1
2000

DOLLAR VALUE, 1956 TOURIST INDUSTRY

1. The number of tourist vehicles (including Canadian) entering Montana during the period June 9-September 3, 1956 when the state courtesy stations were in operation.....330,820 cars
2. Average number of persons per car. (Based on actual number of persons counted at state courtesy stations in cars stopped.).....3.2 persons
3. Number of visitors arriving via vehicles counted at stations.....1,058,624 persons
4. Number of cars entering Montana June 9-September 3, 1956 during night while courtesy stations are closed. (Night counts by Planning Survey Department indicate stations count 83% of total foreign traffic during hours from 6 a.m. to 8 p.m.)..... 67,760 cars
They carried.....216,832 persons
5. Total number of cars entering Montana during courtesy station season.....398,580 cars
6. Total visitors entering Montana during courtesy station season ($398,580 \times 3.2$).....1,275,456 persons
7. Total visiting cars for all of 1956. (Based on correction figure of 2.33 established by Planning Survey Department from actual counts taken in winter, spring and fall when courtesy stations are closed.) ($398,580 \times 2.33$).....928,690 cars
8. Total visitors arriving by car for all of 1956. (Based on Planning Survey figure.).....2,971,800 persons
9. Total visitors all means. (Based on American Automobile Association's report that 84% of all U.S. tourists travel by car.).....3,537,900 persons
10. Amount spent per car per stay. (Based on information obtained from questionnaire cards distributed to visitors at state courtesy stations.).....\$82.23
11. Average length of stay. (Based on questionnaire cards.)..... 4.3 days
12. Average expenditure per person per stay. (Based on 3.2 persons per car.).....\$25.67
13. Average expenditure per person per day.....\$ 5.97
14. Total amount spent by all visitors in 1956. ($3,537,900 \text{ persons} \times \25.67).....\$90,817,900



FOOD CONSUMED BY MONTANA VISITORS

Data compiled by the U. S. Department of Agriculture reveals the average person will consume 2.825 pounds of food per day. Figures cited here are taken from Publication #398 of the National Research Council and made available to the Advertising Office by the Home Economics Department at Montana State College, Bozeman.

Applied to Montana's 1956 tourist business, the statistics offer strong evidence visitors provide an active, healthy sales market for the food producers in the state.

Number of man days visitors spent in Montana in 1956. (3,537,900 visitors x 4.3 days, the average length of stay per visitor.)	15,220,000 man days
--	---------------------

Pounds of food consumed by visitors in 1956. (15,220,000 man days x 2.825 pounds of food per day, the National Research Council figure.)	43,100,000 pounds
--	-------------------

Meat consumed, including fish and poultry. (15,220,000 man days x .163 pounds per person per day.)	2,480,000 pounds
--	------------------

Dairy products consumed, excluding butter. (15,220,000 man days x 1.115 pounds per person per day.)	17,000,000 pounds
---	-------------------

Milk consumed. (15,220,000 man days x 0.4215 quarts per person per day.)	6,420,000 quarts
--	------------------

Fats consumed, including butter. (15,220,000 man days x .125 pounds per person per day.)	1,904,000 pounds
--	------------------

Bread consumed. (15,220,000 man days x .255 pounds per person per day.)	3,882,000 pounds
---	------------------

Vegetables consumed. (15,220,000 man days x .155 pounds per person per day.)	2,362,000 pounds
--	------------------

Flour and cornmeal consumed. (15,220,000 man days x .117 pounds per person per day.)	1,783,000 pounds
--	------------------

Sugar and sweets consumed. (15,220,000 man days x .184 pounds per person per day.)	2,805,000 pounds
--	------------------



GAS TAXES PAID BY VISITORS

The Montana Highway Fact Finding Committee reports gas taxes paid by drivers of foreign passenger vehicles in 1956 will approximate \$3,750,000. The Committee's studies reveal that 24% of all travel on Montana's primary highways is by foreign passenger vehicle.

Under the new federal highway program it is estimated Montana will require \$300,000,000 during the next 13 years to complete its 1,200 miles of interstate highways. For every \$8.60 Montana provides for construction of these highways the federal government will furnish \$91.40.

With Montana gas tax revenues from foreign passenger vehicles exceeding \$3,000,000 each year, visitors alone will provide more than enough matching money to finance the state's entire 13-year interstate highway program.

MONTANA'S "BIG TEN" TOURIST STATES

- | | |
|---------------|--------------|
| 1. Washington | 6. Illinois |
| 2. California | 7. Utah |
| 3. Minnesota | 8. Michigan |
| 4. Idaho | 9. Wisconsin |
| 5. Oregon | 10. Iowa |

AVERAGES

	<u>1952</u>	<u>1953</u>	<u>1954</u>	<u>1955</u>	<u>1956</u>
Number in party.	3.3	3.3	3.23	2.39	3.2
Number of days spent in state.	4.2	4.2	4.3	4.2	4.3
Amount spent per person per day.	\$ 6.52	\$ 6.75	\$ 6.66	\$ 7.72	\$ 5.97
Amount spent per person per stay.	\$27.38	\$28.35	\$28.63	\$32.40	\$25.67
Amount spent per party per stay.	\$89.78	\$93.57	\$92.48	\$77.43	\$82.23



REPORTS FROM OTHER SOURCES

Reports from other sources substantiate the fact 1956 was a better-than-average year for travel in Montana.

Glacier National Park was host to 718,938 visitors. The figure represents a 6.6% increase over 1955.

Park officials noted an 88% increase in sale of house trailer permits. The average stay in the park per house trailer was 3.7 days.

Yellowstone National Park set an all-time record for travel. The Park's tabulation revealed a 6.5% increase over 1955 with 1,326,858 visitors recorded. It is the ninth successive year Yellowstone has attracted more than a million visitors.

The West entrance at West Yellowstone still was the most popular gateway. It recorded 30.8% of total traffic into the park. The South entrance via Jackson was second with 28.2%, East via Cody 21.2%, North via Gardiner 13.2% and Northeast via Silver Gate 6.6%.

Lewis and Clark Cavern State Park showed an increase of 10.8% over 1955. The Caverns experienced their best year in history with 38,262 visitors, 3,740 more than the previous season.

The Dude Ranchers' Association, in a survey of its membership, determined funds spent by dude ranch guests staying at member ranches total \$6,750,000. Montana ranches comprise 35% of the Dude Ranchers' Association membership. It was estimated total guest spendings through member ranches in Montana was \$2,275,000. This included expenditures for food, gas, oil, train and plane tickets, clothing, luggage and camera and sporting goods equipment.

Officials at Custer Battlefield National Monument set total 1956 visitors at 115,808.

The curator at the Museum of the Plains Indian, Browning, reported total visitors for the 1956 season was 49,269. The museum season extends from June 1 to September 15. Montana, Washington, California, Minnesota, the Canadian province of Alberta, Illinois, Michigan, Ohio, New York, Wisconsin, North Dakota and Oregon, in that order, were the 12 leading states and provinces.



NEWS RELEASES

During the tourist season, the Advertising Department sends weekly news releases and photographs to 100 or more metropolitan daily newspapers. Newspaper people call these "canned releases". Oftentimes they do not see print. However, the occasional use made of the releases by newspapers more than justifies the cost of carrying out the program.

In 1956, 63 newspapers carried 95 stories and 37 pictures, for a total space value of \$15,756. (Based on average newspaper advertising rates.)

As a direct result of news releases publicizing the 1956 Montana highway map, the Advertising Department received 1,350 requests from out-of-state persons wanting a map.

Newspapers providing the most space for Montana news releases in 1956 are as follows:

Chicago American, Chicago Tribune, Cincinnati Enquirer, Cleveland Plain Dealer, Denver Post, Detroit Times, Houston Chronicle, Oklahoma City Oklahoman, Albany Times-Union and Chicago Sun-Times.

INQUIRIES ANSWERED BY ADVERTISING DEPARTMENT, 1956

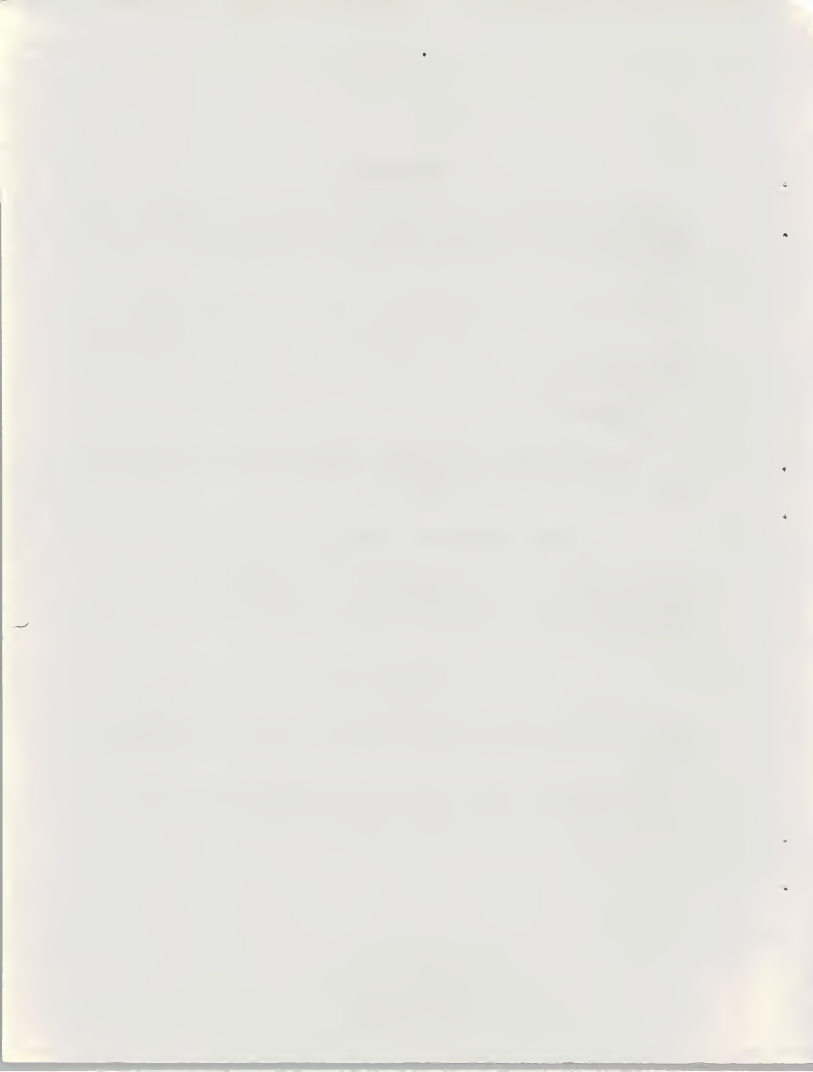
Total inquiries answered by the State Advertising Department during 1956 was 75,924 compared to 73,593 in 1955. This included those resulting from national advertising as well as those passed on to the office by other state agencies and chambers of commerce. Montana advertisements appeared in 9 national magazines and 20 metropolitan daily newspapers.

DUDE RANCH PROJECT

During 1956 the Advertising Department arranged to send the names of all persons specifically inquiring about dude ranches to all interested Montana ranchers. The ranchers provided the office with stamped, self addressed envelopes.

Total dude ranch inquiries was 269. A check revealed that 116 of these families asking for information spent their vacations on Montana ranches.

The ranchers have asked that the program be continued in 1957.



QUESTIONNAIRE CARDS

At the height of each tourist season the Advertising Department distributes questionnaire cards to tourists through 13 courtesy stations. Visitors are asked to fill out the cards and mail them to the Advertising Department. Here is a sample of one of the cards returned:

PLEASE FILL OUT AND DROP IN ANY MAIL BOX

**BETTER ROADS
DATA CARD**

HOME STATE OREGON

NO. IN PARTY 5
(INCLUDE DRIVER)

MAIN DESTINATION Butte

HOW MANY DAYS DID YOU
SPEND IN MONTANA? 41


HOW MUCH DID YOUR
PARTY SPEND IN
MONTANA? \$165.40
(INCLUDE AUTO EXPENSES)

HOUSING IN MONTANA
(CHECK LOGGING USED)

MOTEL ☒ MOTEL ☒

FRIENDS ☒ CAMPING ☒

TRAILER ☐ NONE ☐



TRACE ROUTE TRAVELED ON MAP
MARK ENTRANCE E - EXIT X

WHAT DID YOU THINK OF MONTANA? Most enjoyable

TYPES OF ACCOMMODATIONS

Types of housing used by Montana tourists were noted on 2,113* of the cards returned. The sampling is by no means conclusive but it indicates the development of some trends which have been noted in other sections of the country.

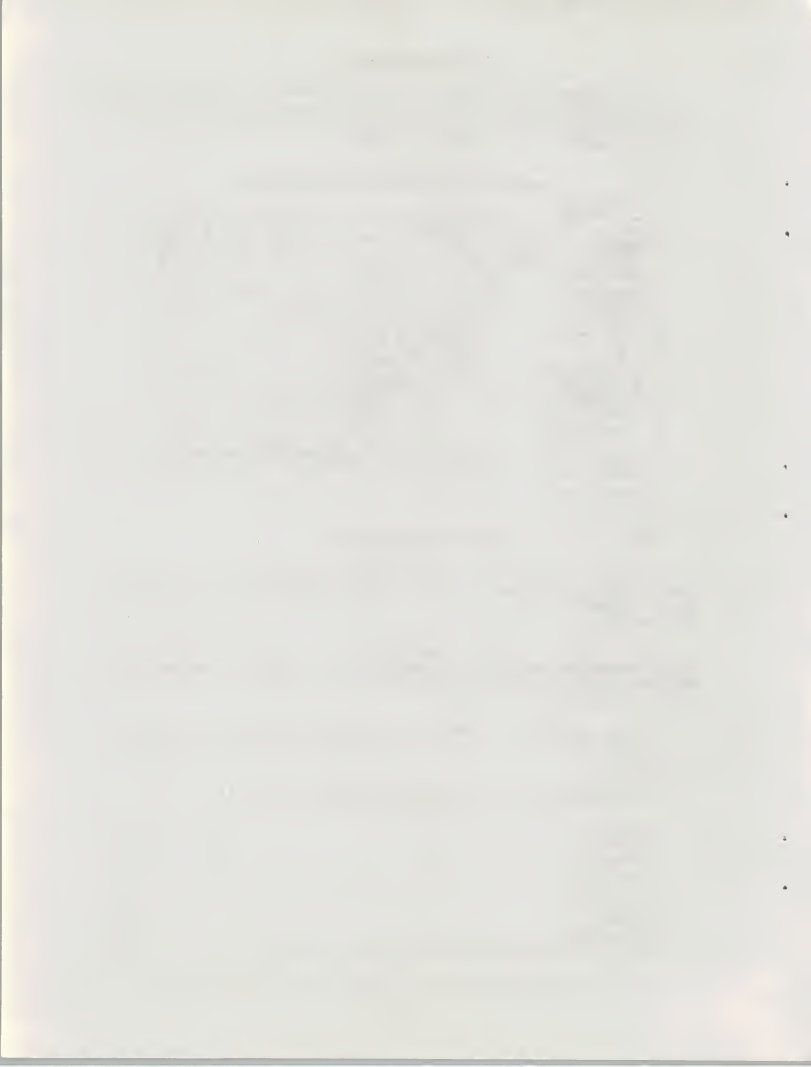
For instance, the cards showed a decrease of 17% from 1955 in use of motel accommodations, even though motels still are the most popular with Montana visitors by a substantial margin. They showed a decrease of 11.5% from 1955 in the use of hotels.

At the same time, they showed a 5% increase over 1955 in the use of trailers, a 3% increase in persons staying with friends and a 3% increase in campers.

The breakdown of accommodations as shown by the cards:

Motels	1,316	62.3%
Friends	370	17.5%
Camping	283	13.4%
Hotels	242	11.5%
Trailers	89	4.2%
Relatives	13	0.6%
Ranches	3	0.14%
Tourist Homes	3	0.14%
Persons who camped out and also stayed at motels	140	6.6%

*Many of those reporting used several types of accommodations.



COMMENTS FROM ABROAD

One of the questions asked on the questionnaire cards handed to state visitors is "What Did You Think of Montana?" The query gives each tourist an opportunity to express his true feelings. Typical comments:

"Marvelous! Lovely! The approach into Helena over MacDonald Pass is unforgettable. The whole state is a joy. Russell's paintings and the new museum are delightful!" CALIFORNIA

"We enjoy everything about Montana except the price of the gasoline."
MINNESOTA

"Beautiful scenery. Advertise it more. Improve your roads. One between Lewistown and Havre is terrible. Have more road signs." CALIFORNIA

"This is our third vacation trip to Montana. Fishing--none better. Roads--excellent. People--most hospitable. In fact, we plan to return next year." OREGON

"A very nice state in that it caters to the tourist in almost all ways. This is the third time we have been through Montana." NOVA SCOTIA

"We enjoyed it very much but found there were not enough highway signs telling what highway number you were on when leaving a city or town."
SASKATCHEWAN

"I liked it! It has something of everything and lots and lots of room to breath good clean air!" VERMONT

"A beautiful state but not enough roadside tables." MICHIGAN

"We all love it and will be back next year. Wish we could live there."
NEW JERSEY

"Like welcome at the border, maps etc. Routes are well marked. We like Montana scenery and people. (Daughters liked the rangers in Glacier Park.)"
WASHINGTON

"Would like to live in Cooke. Beartooth Pass is one of the really memorable sights." MISSOURI

"Enjoyed the cool weather in Butte. Some sections of the road were extremely rough. Gasoline entirely too high--most paid in 6,000 miles!"
WASHINGTON

"We think it is a grand state for sightseeing, hunting and fishing. The air is so invigorating and the people friendly." SOUTH DAKOTA

"It was very dry, hot and desolate." IOWA

"Best state in the U.S.A. It has everything! Fifth time we've been there." OHIO

"Suggest more roadside picnic accommodations." MICHIGAN



"Enjoyed the litter free highways. Also scenery and wheat fields. Very good highways. Glacier National Park was most beautiful." NEBRASKA

"We have traveled Montana for 9 years and enjoy it more every year. Would like to make Montana our home." IOWA

"We are thinking of moving to Montana at some future date." MISSOURI

"Roads--excellent, except where under construction. Scenery--magnificent, in western part. Hospitality--extra special. Surprise--miles of fences! Coffee--horribly weak!" OHIO

"Wonderful state! We'd like to live there. Congratulations on your historical marker signs. Have never seen 'em so good." ARKANSAS

"A beautiful, friendly state. Your historical markers were always interesting, but your state parks, at least those we saw, were disappointing. WISCONSIN

"If I had as good a way of making a living as in Illinois, I would rather live in Montana." ILLINOIS

"One of the most beautiful states in the Union. Western Montana has wonderful climate, finest streams and lakes and greenest mountains we have found anywhere." OKLAHOMA

"This card did it. For the first time I went through the state with my eyes open and saw green trees, wild flowers, mountains and rivers--all beautiful. No litter. Few sign boards. No Kleenex bushes." WASHINGTON

"Lousy roads. Markings should be improved. Need roadside parks for trailers and picnics, like Texas." CALIFORNIA

"Appears to be a poor state because of the appearance of the people, their homes, farms and the country itself." ARIZONA

"Great state. Sportsman's paradise. Am trying to locate business near Ennis. Want land on river for modern trailer park." ARIZONA

"We liked Montana and found it looked better than on previous visits. Please--more roadside tables. We like to eat lunch in the open." WISCONSIN

"Nice but will not be back because of the gasoline cost." MINNESOTA

"A beautiful state and Glacier Park should be visited by everyone. Roads good." WASHINGTON

"We were very pleased with both the Miles City park and the campground outside of Laurel. We thought the capitol in Helena was a mess." NEW MEXICO

"Beautiful country--completely captivated us. Will definitely return in the future." NEW YORK

